

**Deadline March 8, 2010**

I2P® Competition: Commercialization Plan Guidelines

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Each of the points listed below should have its own paragraph in the plan, and the final document must be five (5) pages or less in length. The team name and school should appear in either the header or footer of the document; please do not include a cover page. This plan is considered in the judging and helps the judges prepare for the presentations. Submissions exceeding five pages will not be provided to the judges.

1. **What is the product and what does it do?**
 - a. Provide a clear description of the product or service.
 - b. Explain the features of the product or service.
2. **How is the product unique and/or innovative?**
 - a. Describe how it is different or innovative from what exists in the market today.
 - b. Describe new features or functions it offers that currently aren't available.
 - c. Describe benefits the target customers will receive as a result of the features or functions.
3. **Who are the first customers and what are they like?**
 - a. Provide a description of the customer or industry segment profile of what drives the typical customer (in the segment) toward their product/service choices.
4. **What unmet need does the product address in the market?**
 - a. Describe the problems being faced by customers that will be solved by the product/service.
5. **What is the estimated total size of the initial customer group? Will this segment be adequate to support the business associated with the product?**
 - a. Discuss the total size of the market segment (in either dollars or unit sales) along with its growth.
 - b. Identify trends (e.g., growth, regulatory, consumer, etc.) that will help sustain the market over time.
 - c. Discuss obstacles that may be encountered when trying to enter the market with this product/service (e.g., investment required, economies of scale, governmental regulations, environmental issues, customer loyalty, etc.).
6. **What is the underlying technology for the product?**
 - a. Describe the technology and what it does (NOT how it works). Be careful not to disclose anything proprietary!
 - b. Explain how the technology is being uniquely applied to solve the needs of the target market.
7. **What is the current state of the product?**
 - a. Discuss where the product is in the development phase.
 - b. Identify the steps needed to get to a prototype and how much it will cost.
8. **What are the barriers to others entering this market?**
 - a. Describe status of patents, including who owns them and the licensing terms.
 - b. Include discussion (if appropriate) of trade secrets, copyrights and trademarks.
 - c. Describe any other unique knowledge or qualifications that will give market advantage to your team.